

Virgin Holidays' paperless office takes off with DocuSign.

Eliminated materials costs of around £10,000 per year.

Virgin Holidays has been arranging holidays since 1985 and is one of the UK's largest and most successful long haul transatlantic tour operators. The company provides travel to destinations all over the world from the Middle East to New Zealand and Australia, and is the UK market leader for travel to the USA and the Caribbean.

Founded on the Virgin principles of excellent customer service, value, reliability, responsibility and a sense of fun, it has used its entrepreneurial heritage and passion for innovation to benefit customers and communities around the world.

The brand is particularly known for the 'magic touches' it has brought to market. From the world's first dedicated airport leisure lounges to the Branson Centre of Entrepreneurship in the Caribbean, Virgin Holidays puts its customers and the communities it works with at the heart of its commitment to do things differently.

In 2013, it was once again voted Best Overall Tour Operator to the USA, Canada and the Caribbean at the prestigious, consumer-voted, British Travel Awards.

Top benefits achieved



Single unified filing and management of contracts in both Purchasing and HR



Enhanced security for employment contracts



Cut signing time for customers from two weeks to 48 hours



Eliminated materials costs of around £10,000 per year



Processing of purchasing contracts cut from 2 hours down to less than 10 minutes



Number of contracts centrally recorded has increased 100% during the past year

Virgin Holidays has seen vast improvements as a result of DocuSigning.

The challenge

DocuSign has been enlisted by two separate operating departments within Virgin Holidays, both with similar challenges to overcome.

The first group to install DocuSign was Virgin Holidays' Purchasing team, who wanted to centralise the filing of their contracts. At the time contracts were kept in a number of different forms and places creating challenges in tracking existing and in progress contracts – some of which could only be found in a team member's inbox.

Purchasing also struggled to get a full picture of active procurement contracts across the company, as many people would agree to contracts at a local level and either forget to inform Purchasing or send the contract several months later.

The second department to implement DocuSign was the Human Resources Department. The department had set a target of becoming paperless in order to ensure the security of the sensitive documents it handled and to reduce materials costs.

The department also faced the unique problem that Virgin Holidays would often recruit new staff for its retail outlets just a couple of days ahead of their start date. This required that contracts be processed and signed within 48 hours, but new employees were taking up to two weeks to sign and return.

The resolution

Both Virgin Holidays' Purchasing team and the Human Resources department installed DocuSign's transaction management platform to increase speed to results, reduce costs, and delight customers, partners, suppliers, employees and other constituents. Both departments have centralised contract storage and management, and are managing contract signing processes with suppliers and new employees via DocuSign. For Purchasing, the system is also employed to manage processing of contracts internally, ensuring all stakeholders in a deal have signed of a contract before it is released externally.

Both installations were completed within a month of the installation project beginning.

“Our aim in working with DocuSign was to create a paperless office. We’ve achieved much more. Signing times are down hugely both internally and externally, admin time has been reduced massively, and we’ve saved around £10,000 per year in materials costs alone. For less than a month’s work installing the system, DocuSign has been invaluable.”

Claire Willoughby
Human Resources Business Partner
Virgin Holidays

The key benefits

In the management of their contracts, Virgin Holidays has seen vast improvements as a result of DocuSigning. Administrative time tracking, filing and finding documents has been reduced massively.

“DocuSign’s impact on our workload has been huge. We can now manage our contracts database far more efficiently, and it’s drastically reduced the time we previously spent locating or filing documents,” said Claire Willoughby, Human Resources Business Partner, Virgin Holidays.

DocuSign helped Virgin Holidays achieve what they set out to and more. For Purchasing, DocuSigning has become an incentive for Virgin Holidays staff entering purchasing agreements to arrange them through the Purchasing department as it is now faster and easier than arranging their own paper contracts. As a result, Virgin Holidays has seen a 100% increase in recorded contracts during the past year.

In addition, processing of purchasing agreements internally, which used to take up to two hours has been reduced to less than 10 minutes.

“DocuSign was the carrot we needed to convince people to handle their contract centrally, and thanks to that we’ve got an unprecedented view of what is happening across the business with our contracting process,” said Patrick Joint, Procurement Manager, Virgin Holidays. “DocuSign enables us to manage our costs far more effectively.”

Human Resources reduced their time to signature from two weeks to two days, significantly easing the process of hiring staff at retail outlets, and estimates that it reduced materials costs by around £10,000 per year, depending on the number of new recruits.

The reduction of signing times was a massive advantage to Virgin Holidays, as it meant they could meet the short deadlines for hiring and bring on new talent faster. The Human Resources department is now examining further roll outs of DocuSign across other areas the team looks after, the Learning & Development department is next on its priority list.

“We can now manage our contracts database far more efficiently, and it’s drastically reduced the time we previously spent locating or filing documents.”

Claire Willoughby
Human Resources Business Partner
Virgin Holidays

“DocuSign enables us to manage our costs far more effectively.”

Patrick Joint
Procurement Manager
Virgin Holidays

About DocuSign

DocuSign helps organisations connect and automate how they prepare, sign, act on, and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world’s #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, more than 500,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people’s lives.

DocuSign, Inc.
Broadgate Quarter
9 Appold Street, 2nd Floor
London EC2A 2AP UK

docusign.co.uk

For more information
sales@docusign.com
+44 203 714 4800